



Meeting of the Arlington Commission on Arts and Culture

October 3, 2019, 7:00-9:00p

Meeting was called to order at 7:07 pm

In Attendance: Stephanie Marlin-Curiel, Cristin Canterbury Bagnall, Tom Davison
Lidia Kenig-Scher, Steve Poltorzycki, Aneleise Ruggles, Stewart Ikeda

Absent: Beth Locke, Adria Arch, Andrea Nicolay, Kimberley Harding

Guests: Ted Peluso, Ali Carter, Cecily Miller

Review and Approval of September minutes

Unanimous approval of September minutes

Commissioner terms and open seats

Janet Oberto has resigned her position on the Commission and her role as Secretary. She will be missed and we wish her the best of luck. With Linda Shoemaker's resignation at ACA we have two vacant positions total and we are actively seeking candidates. Aneleise Ruggles was unanimously elected ACAC Secretary. Commissioner terms have been clarified and identified. Commissioner Adria Arch's term has expired and needs to be extended/renewed. Unanimous vote to extend Adria's term until 2022.

Update on draft Strategic Plan

Conversation began on the revised Mission Statement. The statement "creating art in public spaces..." implies a too specific focus on one element of what we hope to accomplish. Potentially reverse the mission and vision statements to present a more high-level concept of our "what we do and how we do it" statement. Reminder that missions should define what we do rather than be aspirational. Need to think about this within the framework of our "elevator pitch" that articulates it succinctly. Need to revisit the mission statement separate from this meeting. Will need to determine a clear redirection of what needs to be adjusted.

Suggestions and conversation:

What: Integrate arts into daily life

How: by creating art in public spaces, developing sustainable arts policy, and promoting arts and culture opportunities

Why: increase equitable access and engagement to the arts for artists, residents, businesses, and visitors

Merge the mission and vision to articulate the aspirational with the practical

Need powerful statements that articulate each component of our intentions

What expectations do residents have for their town?

Culture – how do we emphasize this more within this mission?

Cristin will distribute the shared Google Doc for the Strategic Plan to all commissioners with the opportunity to provide their individualized feedback and then will be taken by the Strategic Plan task force to reconstruct the mission.

Introduction of draft Operational Plan

The Operations Plan task force has assembled the Objectives from the Strategic Plan to expand and develop a 3-year Operations Plan. Ali Carter has reviewed the plan and has assigned specific Arts and Culture Action Plan goals to reinforce these actions in the directives of that plan. A Google Sheet will be distributed to the commissioners to provide feedback. The Strategic Plan Task Force (Lidia, Cecily, and Aneleise) and Operations Plan Task Force (Cristin, Steve, Stewart, and Beth) will meet to combine efforts to review commissioner feedback and make final adjustments to both plans. Co-chairs hope to bring both plans to a vote at the November meeting.

Updates on Percent for Art and MAPC technical assistance grant

Ali Carter presented some background on relationship with MAPC and data collection and technical assistance and in August 2019 they approved partnership with Town Planning on the Regional Cultural Plan Indicators Implementation Project. First meeting of this project will be taking place soon. This work will take place over the course of the current fiscal year and will provide different towns throughout the state with tools, templates, and practices for collecting data and analysis. It was requested that Ali clarify if all of the participants will be representing Cultural Districts which she will do with MAPC.

Over the summer, Adria, Stephanie, and Cristin met with the Town Manager to consider implementation of a Percent for Art program in Arlington. The only other town that has attempted percent for art, Amherst, was initially denied approval of the bylaw by the Attorney General. Arlington's Capital Planning committee can pursue a Home Rule petition where a town would appeal the state to make this decision on their own rather than receiving approval by the state. Ali to meet with the folks in Amherst to see what their journey was like to help strategize our plan of action.

FY20 Budget Presentation and Approval

Steve presented the budget for FY20 and commissioners reviewed projected expenses and income for the year. The budget reflects APA funds included with all ACAC general funds. A number of income sources attributed to fundraising are being pursued on behalf of APA. Programming has been specifically itemized but can be condensed down into more general categories. "Marketing/Publicity" expense includes Webmaster/Marketing consultant. "Public events" refers to our participation in other town events and publicity an outreach based events rather than specific arts programming.

There was a sidebar to Cecily presenting information on our next Artist in Residence collaboration with Michelle Lougee and articulated some great opportunities for collaboration. Related to budget – she has proposed a payment of \$7,000 to Michelle for her work. A question was raised as to how Cecily landed on this dollar amount for this AIR project, which she

articulated was based on the artist's time to conceptualize and construct artwork, as well as conducting community outreach and workshops for the public. The intention is to fundraise for this project.

It was determined that the budget layout and categories need to be reformatted and possibly discussed amongst the Program Committee. There was a discussion on the construct of the Programming expenses related to paying artists and how to create more income to dedicate to those expense (how to build everything up to meet a higher tier of compensation versus cutting back, contingent on pursuit of fundraising and grant applications). This feedback is all very informative towards how we approach approval of this budget and will be helpful as we approach finance committee reporting. The overall income and expense totals were brought to a vote and were voted in by 6 members with one member abstaining.

Update on marketing position

Received great applications for the Marketing position and after thorough review of all candidates, the Marketing Committee Chair and ACAC Chairs are recommending maintaining Terry Holt as our Marketing Coordinator. \$7,200 will be allocated for her compensation for the remainder of the fiscal year (prorated for 9 months).

Program Update

Leslie Wilcox exhibition at Jason Russell House - Cecily will be working with Leslie to install some of her metal dress sculptures at the Jason Russell House after meeting with Town Planning and Board of the Arlington Historical Commission to determine an ideal site. Hoping to install a teaser piece tomorrow for AHS's gala (Friday, October 4) and once the town has issued contracts, the remainder of her work will be installed in late October. Hoping to link some programming with the Jason Russell House's permanent collection and Leslie's work next Spring. Great triad relationship between ACAC, Town officials, and Arlington Historical Society.

PATHWAYS Celebration and Garage Band recap - For interest of time, Cristin briefly announced the success of the Pathways celebration and Garage Band events.

New Business

Convening a meeting of Arlington non-profits - In an effort to begin to engage Arlington's collective nonprofit network, Stephanie has begun discussion with nonprofit organizations to convene (Old Schwab Mill has been engaged). November 14 is the firm date for this meeting.

ACAC engagement with high school building process - Stephanie has had several conversations with School committee and DPW regarding incorporating public art into new construction projects. The AHS administration is building a committee on arts programming as well as arts as part of the construction project.

Meeting adjourned at 9:08pm